

# The Influence of Embodied Participation on the Space of Physical Bookstore

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**Abstract:** As the name suggests, bookstore is used to sell books, magazines, newspapers and other related products of the store, and through this channel for the dissemination of culture and ideas. Brick-and-mortar bookstore is a general term for all bookstores that exist as brick-and-mortar stores, except for online bookstores. With the rapid development of online bookstores, the business of brick-and-mortar bookstores inevitably goes into decline. In such a situation, the industry has to find its own survival rules. brick-and-mortar bookstores are related to people's participation experience, this article takes the Chengdu Fangsuo Bookstore as the starting point, discusses in the entity bookstore space, the human and the bookstore space interaction relations, the spatial content is endowed by the rich and the multiplex symbol and the significance, is the multiple significance cultural complex, in this way, consumers can form a multi-dimensional identity of space.

## 1. Introduction

The impact of the Internet Age, the prevalence of E-commerce, modern fast-paced life has gradually changed people's lifestyle and reading habits. The expansion of digital reading market in China has brought great challenges to the development of brick-and-mortar bookstores. As a symbol of urban culture, traditional brick-and-mortar bookstores are being eroded. According to the "2019-2020 entity bookstore industry report", in 2019 China's entity bookstore showed negative growth, the market size of 30.76 billion yuan, a year-on-year decline of 4.24 percent; China closed more than 500 bookstores, including 87 in Xinhua (state-run)<sup>[1]</sup>.

## 2. Physical Violence in Brick and Mortar Bookstores

There is no architecture without procedure, no architecture without event, no architecture without movement. The close connection between architecture and individual is the force that architecture exerts on individual. Human logic influences each other through the logic of action and space. Space is defined by behavior, and behavior is defined by space. In this sense, the meaning of space is constructed by the participation of people.

The same is true of the relationship between cities and people. Urbanization is an irreversible historical trend of human development. With the rapid advance of the global urbanization process, human culture is constantly changing itself under the impetus of urbanization, as an important part of urban space, brick-and-mortar bookstore culture is constantly changing and renewing<sup>[2]</sup>. The composition of the interior space of brick-and-mortar bookstores has become increasingly complex, with many moving towards a cross-border business model. Physical bookstores consider more from the static layout of the previous space to the participation of people, People's behavior also defines the space. People are a series of activities in the bookstore. For example, they need to read and think during the process of buying books. Therefore, the design of the cafe appears in the space of Fangsuo. The people who buy books are also people with high cultural taste and self-cultivation, the space also sells cultural and creative products, even some clothes and shoes with a sense of design,

because clothes and shoes are people's daily life, but also a larger proportion of consumption. But human behavior also causes violence to the space, for example, the coffee shop appears, causes "The coffee fragrance overflows the book fragrance" to destroy the entity bookstore original atmosphere, loses the entity bookstore original temperament, in order to consider the benefit maximization, the distribution of the entity bookstore format does not take into account the cultural attributes of the entity bookstore space. But space is the result of interaction, is a dynamic change process, there is no fixed space. Dynamic space can form a dialogue, thus promoting the sustainable development of the physical bookstore.

"The body has always been a key place for resistance to any exercise of power," says Gilles Deleuze, a professor of psychology at the University of California, Berkeley, who was not involved in the study<sup>[3]</sup>. Gilles Deleuze defined the goal and meaning of literary creation as a kind of impersonal and non-subjective life force, existing as a kind of "Rupture" and an absolute "Generation". In his view, today's Society by Monitoring Society to control the transformation of society, people are no longer imprisoned people, although can move, but the imprint of the shift is closely followed, there is a deviation from the average number of people. Therefore, people in space, in addition to dialogue with the space generated by the violence, but also the violence imposed by urban culture, from monitoring to control this is the construction of culture, physical violence can be constructed. In his history of urban development, Mumford argues that the three basic missions of a city are to store culture, to spread culture and to create culture. The city of the future must provide rich cultural shared space for urban residents through a large number of cultural facilities, to achieve the invisible and unbounded urban landscape. Therefore, the perception and unperception of the body in the bookstore has something to do with the urban culture. The participation of cultural ideology, the construction of the spirit of the physical bookstore space, it tries to eliminate the performance of the space with the power of dissent, and space into their own objectivity.

### **3. Build a Complete Self, the Body is Here and Now**

In the view of Maurice Merleau-Ponty of Melo, "When we reconnect in this way with the body and the world, we rediscover ourselves, because if we perceive with our body, then the body is a natural me and a subject of perception."<sup>[4]</sup> Here in Maurice Merleau-Ponty, Melo, the world is concrete to us, it is a part of us, and its relationship to us is not a physical proximity, but an organic connection. This "Quality" is the quality in the sense of life and perception. Only through the body can we perceive the world, knowledge is started by the body's cognitive experience, and through continuous development, it is possible to explore and discover the world. As Fang Suo's entrance, when we enter the bookstore space with this kind of arch ritual, the body will have the corresponding experience, the reading process needs the physical and mental participation, when we pass through such an entrance, will prepare our bodies for the baptism of knowledge. And in the process of reading, we also participate in a collective reading, people's behavior affects each other, forming an atmosphere suitable for reading. We also experience a kind of serendipity in our physical participation, such as paying attention to our environment, to the people around us, or to the books on twitter today, all of which are experiences that we don't perceive in detail in the online world, random reading may bump into a spark of wisdom, we in the network world, only linear in accordance with a certain logic to find the book we want.

People recognize the importance of this physical participation and the value of the occasional sense of gain in physical participation. The pattern of behavior in the digital age is not divorced from Martin Heidegger's Martin Heidegger.<sup>[5]</sup> In the history of the world. The Scientific and technological tools of modern science attach importance to forcing nature to appear in order to satisfy the desire to know nature. For example, search engines and databases on current digital sites will give you predetermined results based on your points of interest and big data, and the vitality seems to be frozen and suppressed. Our predecessors have summed up a lot of experience for us, we only need to read these social objective value system for our world, we can avoid mistakes, less detours. But without experience, these outcomes also seem meaningless, and life needs to be intertwined with chance.

The present, as the past of the future, is not a gateway to the future, through which we are connected to the world, profoundly influenced by Baudelaire's work, benyamine casts aside Simmel's concerns about how individuals cope with urban life, and borrows from Baudelaire's fictional character, the wanderer, to walk through the urban labyrinth that contains the collective memories and experiences of city dwellers, explore and experience the symbols, illusions and metaphors of modernity hidden behind all this. Brick-and-mortar bookstores are a concrete stop in an urban maze. In a bookstore, the body has a unique relationship with the world. The individual is an irreducible and comprehensive feature, a person is the sum of his experiences, and the world is a thread of relationship and interactivity.

#### **4. There Needs to Be a Real Connection between People, a High Level of Body Awareness**

The French sociologist Certeau seems to have inherited the tradition of examining the everyday experiences of individuals. CERTEAU's view of everyday life itself as an externality of urban production and consumption.<sup>[6]</sup> Therefore, through the daily life, ordinary citizens will already exist outside of their own social and cultural elements such as products, rules and other components of the reorganization, and then interact with other social and economic elements of the city. Brick and mortar bookstores allow people to connect with their daily lives, communicate in the coffee area, spark conversations, and identify with themselves as members of society, this genuine link eliminates the sense of meaninglessness.

Technology also has limitations and short-sightedness, technology development to the last, virtual instead of real activities. In the virtual world, people's value and sense of meaning are gradually lost with the deepening of tool rationality, people become a kind of thing, no feelings, no longer seek the value and meaning of life. People become a machine part on the production line, gradually people have become accustomed to understand very one-sided but very precise and subtle branches of a certain industry, process or just a certain action, without caring or being able to predict what your work will mean or what the end result will be. In the process, if something goes wrong in the middle, people will find that there is no way to survive, such as the global outbreak of new crown, the emergence of tension in cities. The proliferation of symbols and information in the medium eliminates meaning by offsetting and disintegrating all content, a process that leads to the disintegration of meaning and the removal of the distinction between the medium and reality. The most tender link is the link between people, life is colorful, the choice of the body is diverse and highly conscious, feeling must contain different levels of composition, a diversity of composition field. The meaning of life is choice, is to have the perception behind the choices, the most reliable link is the link between people. When we walk into a physical bookstore, that link is established, and we communicate, and we collide, and we connect with space, and we create a unique landscape.

"What is the value of the record of human activity itself, if the existence of man is to be regarded as a means, not as an end?"<sup>[7]</sup> In a physical bookstore, adding the everyday to life is about putting the human experience into it. Human behavior, perception, and communication are also part of the bookstore, for example, in one of the clothing sections of the bookstore -- the exception space -- one can sense this year's fashion, what clothing is considered oriental or Bookish, and what is sold with the book is a way of life, people's understanding of life, when we only see a piece of clothing on the Internet, or just live across the screen, is not to experience the magic of space to give the product, put it in the bookstore atmosphere, after we read the book, along with a few pieces of clothing, hand touch, before and after the intertextual connection, the conversation in the space, will give the clothes this product more added value.

#### **5. The Body Perceives the World in a Symbolic Way and Finds Freedom for Itself**

Culture is the way of life of a particular social group. Under the contemporary conditions, life's contact, purchase, information reception and consumption of specific media are often an important way for culture to be presented and constructed. The entity bookstore is not only the carrier of the specific cultural form, but also an important mechanism to demonstrate and construct the culture in

the concrete life process. Culture and its transfer, always with a specific form of daily life of continuous interaction.

Butter used language as a code for understanding the culture of society, saying, “When we come into contact with a system that has profound sociological implications, we immediately come into contact with language... every symbolic system has a language component.”<sup>[8]</sup> We are the real participants of the city, and we experience not only the process of buying books in the square, but also the process of buying books in the square, it is the experience of Cultural Code that we create, and the process of concrete participation is also the process of consumption of cultural code.

After the development of modernity, the popular culture of the Contemporary Society began to pursue the simple and abstract symbols, delete too much historical style or personal interpretation, and return to the pure perception and aesthetic feeling. About the symbol expression in modern society, the simple, abstract symbol is more easily accepted by the public, but also more easily to be copied. In the real consumption relationship, the consumer needs not so much the use value of consumer goods as the meaning of attachment value, that is, some kind of symbol function is made. It is the meaning constructed by language rhetoric that is the internal driving force of consumers’ desire to buy. Of course, the physical bookstore can not be completely “Symbolized”, with the symbol of this mode of perception, the physical bookstore also has the most vivid, vivid perceptual form. How to both return to the perceptual itself, but also beyond the perceptual give people blind, uneasy limitations?

We should construct a community of interests, the nation-state should no longer play the leading role, form the mechanism of public discourse and power, decentralize, and interpret the existence of entity space in multiple ways. The contemporary consumption society and its consumption culture, whether from the sustainability of the exploitation of the Earth’s natural resources or from the contemporary spirit and value concern, unilaterally emphasizing consumption is not sustainable. Rebuilding the aesthetic values of the age of “Consumption culture” and promoting the harmonious development of human society and nature. The participation of the body is the goal, and people realize themselves in the process of participation. In view of the form of social responsibility, the plurality of texts and the plurality of meanings have the potential to subvert.

Man can not escape from the intricate code of symbols. The way of Man’s freedom and happiness lies not in escaping from the language, but in the ability of the butcher to play with the language. “Living out of the power in the power”, through the language game of the collage of text space, it is everywhere left a gap, can be comfortable circulation channel, power by criticism, language structure, self-find freedom.

## **6. Conclusion**

Every industry has its ups and downs. Under the strong attack of the online bookstore, the brick-and-mortar bookstore is gradually going into a declining period. Since it is inevitable, it is necessary to find another way out, today’s brick-and-mortar bookstores have become a trend, even a must-have, to create character and a sense of experience for their customers. However, how to make a unique bookstore return to its source is still a consideration for the customers, the desire to increase their physical experience is the most essential element. Are we losing control of our bodies, of where they are going, in the face of the constant squeeze of virtual space? In a field of destructive currents and explosions, it is small. The fragile human body, when people are still people and not data streams, the meaning and value of people is what we seek, there is always something mysterious, is not considerable, not everything should be a carnival game, live in the body, *carpe Diem*. Our bodies also need real experience in order to evoke a longing in our hearts and a sense of human worth.

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